

UNITED STATES ARMY TOOLKIT FOR THE GREAT AMERICAN SMOKEOUT 2003



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UNITED STATES ARMY CENTER FOR HEALTH PROMOTION & PREVENTIVE MEDICINE • <http://chppm-www.apgea.army.mil/dhpw/Population/TobaccoCessation.aspx>

ABSTRACT

Objective: To provide tobacco control personnel in the US Army with basic information tools and tailored resources for the Great American Smokeout 2003.

Methods: The following six resources were displayed in a poster at a national conference for US military healthcare personnel:

- 1) tobacco control newspaper articles,
- 2) educational poster, 3) sample provider memo, 4) list of evidence-based tobacco control resources, 5) www link to the US Army Tobacco Cessation Program Materials at Fort Knox, KY and 6) stakeholder evaluation of material effectiveness. Collaboration with U.S. Secretary of Defense Donald Rumsfeld and Undersecretary of Defense Paul Wolfowitz provided official letters discouraging the use of tobacco products by military personnel.

Results: Received the top award for Innovation at the 2003 Military Health System TRICARE Conference. All implementation materials were made freely available on the USACHPPM-DHPW website. Anecdotal evidence showed that materials were well-used and highly popular with Army Tobacco Control personnel.

The views expressed herein are the views of the authors and do not reflect the official policy of the Department of the Army, the Department of Defense, or the U.S. Government.

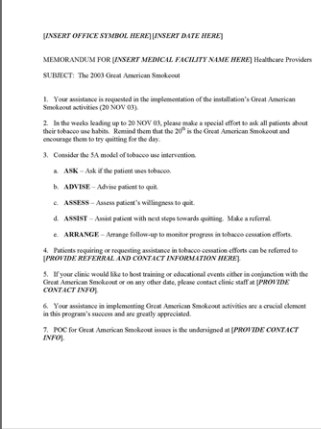
1 News Article



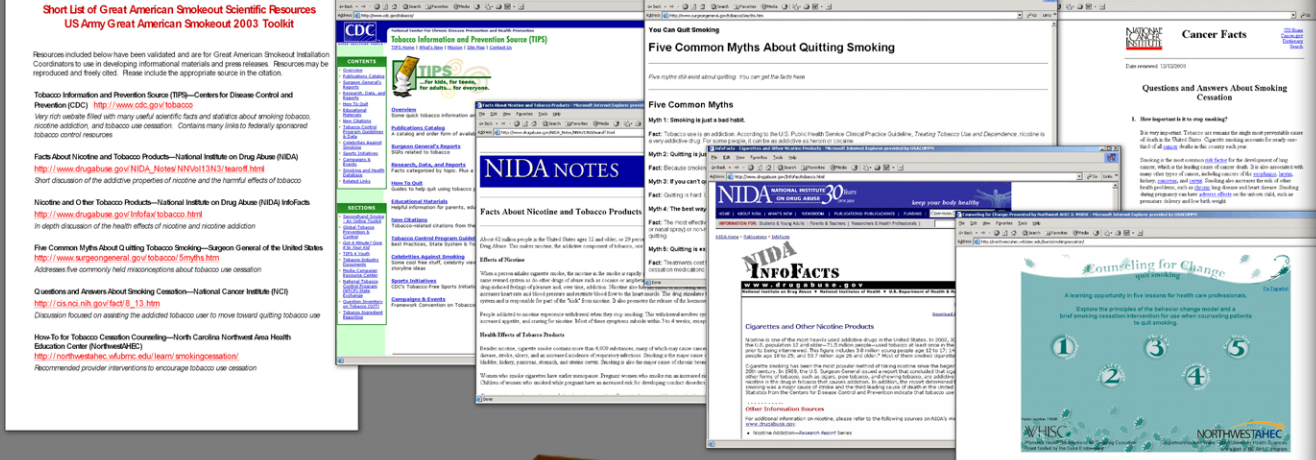
2 Poster



3 Sample Provider Memo



4 Web Resources



5 Hot Link

Hot Link to the United States Army Tobacco Cessation Program.
<http://chppm-www.apgea.army.mil/dhpw/Population/TobaccoCessation.aspx>

6 Stakeholder Evaluation

Table 1: Summary of Responses from Program Evaluation Tool

Item	Response Rate: 5.54%	% (n)	Mean (Range)
EVALUATION OF GREAT AMERICAN SMOKEOUT 2003 TOOLKIT			
Utility	73% (8)	6.75 (2-10)	
EVALUATION OF SPECIFIC TOOLKIT COMPONENTS			
Poster Evaluation	Utility: Request Similar Products in Future: 80% (8)	7.8 (2-10)	
Article Evaluation	Utility: Request Similar Products in Future: 75% (8)	7.3 (2-10)	
Letter Evaluation	Utility: Request Similar Products in Future: 50% (5)	5.9 (1-10)	
Web Resource List Evaluation	Utility: Request Similar Products in Future: 75% (8)	7.4 (2-10)	

OVERALL ASSESSMENT OF THE TOOLKIT...

Item	Yes	No
1. Did you receive an electronic copy of USACHPPM's 2003 Toolkit? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Did you use any portion of USACHPPM's 2003 Toolkit in your efforts to support the 2003 Great American Smokeout? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Did you forward or disseminate any portion of the toolkit to other providers for their use? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. On a scale of 1 to 10, how useful was the toolkit to you? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

ASSESSMENT OF SPECIFIC TOOLKIT COMPONENTS...

Smoking and the Warrior Poster

Item	Yes	No
5. Did you see this component? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Did you forward or disseminate this component? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
7. Would you like to see similar components in future toolkits? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8. On a scale of 1 to 10, how useful was this component to you in your GAO-2003 efforts? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Five Facts About Smoking Article

Item	Yes	No
9. Did you see this component? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10. Did you forward or disseminate this component? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
11. Would you like to see similar components in future toolkits? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
12. On a scale of 1 to 10, how useful was this component to you in your GAO-2003 efforts? (check)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Collaboration in Action

